JALECO

JALECO USA, INC.
310 ERA DRIVE
NORTHBROOK, ILLINOIS 60062
(708) 480-1811

JALECO MARKETING AND ADVERTISING PROGRAM

JALECO™

JALECO AND NINTENDO. PARTNERS IN FUN.

More and more homes are enjoying the fun that Jaleco and Nintendo offers!

- **More than 20% of U.S. homes own a Nintendo Entertainment System®.**
- **An additional 6 million Systems will be sold during 1990.**
- **Approximately 50 million NES game cartridges were sold during 1989.**
- **Sales of an additional 70 million NES game cartridges are projected for 1990.**

Jaleco is fun! It's video game entertainment for the entire family. And, it's a fun product to sell.

In two short years, Jaleco has established itself as a leader in the development of video game software for the Nintendo Entertainment System®. With games like "Bases Loaded," "Hoops" and "GOAL!", we've carved out a niche in the industry for sports games – everyone's favorite pastime. And, with "RoboWarrior," we pioneered the way for imaginative, graphically superior action games.

JALECO AND YOU. PARTNERS IN PROFITS.

In two short years, Jaleco games for the NES have become the "games of choice."

- **Jaleco NES games are ranked in the top 10!**
- **Jaleco's sports games are "smash" hits.**
- **Jaleco's adventure and role-playing games are setting a new standard for game playing enjoyment.**
- **Jaleco's research and development expertise assures you a wealth of great games to satisfy all of your customers.**

And we won't stop there. Look to Jaleco for more exciting NES games this year. Watch for Jaleco on spot and cable TV, in magazines and in other special media – all targeted to reach game players and game buyers, boys and girls, teens and adults. Look for unique point-of-purchase displays to showcase Jaleco games to your customers. Watch for our promotional programs and tie-ins with other national advertisers, all customized and tailored to attract video game customers to your stores.

And, we'll do it with fun. Fun for the family. Fun for the home. And fun for you.

JALECO AND YOUR CUSTOMERS. PARTNERS IN PLAYING.

When your customers shop for great NES cartridges, here's what they'll find from Jaleco:

- **Bold, eye-catching packages that literally leap off the shelves.**
- **Game playing hints and tips in colorfully designed take-one brochures.**
- **Added-value promotions flagged on all Jaleco packaging.**
- **Sweepstakes and Contests offering your customers thousands of dollars in prizes.**

JALECO'S REACHING ALL NES PLAYERS!

Jaleco's multi-million dollar advertising and promotion efforts are ready to drive NES game players into your store.

- **We're reaching game players of all ages — kids, teens and adults.**
- **Exciting :30 television spots create awareness and demand for Jaleco games.**
- **Four-color 2-page spread ads appeal to all hard-core game players.**
- **Special promotion advertising influences moms and other gift givers to select Jaleco games.**
- **Direct mail campaign to bonafide Nintendo owners to pre-sell Jaleco games.**

Extra Innings.
Everything you've heard about it is true. The nerve-wracking tension, the explosive graphics, the awesome action of baseball at its best.
If that's your bag, you've finally met your match. "Bases Loaded"™ has arrived!
At your favorite video game store now!
Bases Loaded
JALECO
Serious sports.
For serious players.

Sudden Death.
If you thought soccer was a game for the rest of the world, here's America's answer. A fanatical crowd, a full team of 11, and action so precise, so powerful, so enormous, you can almost taste it. Win or lose, one thing's certain: GOAL!™ will win you over.
At your favorite video game store now!
GOAL!
JALECO
Serious sports.
For serious players.

Overtime.
This is roundball as it was meant to be played. By the playground legends who take the game from the pavement into the stratosphere. The competition is so intense you can feel it, the graphics as explosive as each thundering slam. Play just once, and you'll know it's the only game in town. HOOPS.™ New from Jaleco.
At your favorite video game store now!
HOOPS
JALECO
Serious sports.
For serious players.

ADVERTISING

ADVERTISING	JANUARY	FEBRUARY
NETWORK TELEVISION	HOOPS/ BASES LOADED	
SPOT TELEVISION	HOOPS/ BASES LOADED	
CABLE TELEVISION	HOOPS/ BASES LOADED	
SYNDICATED PROGRAMMING	HOOPS/ BASES LOADED	
VIDEO GAME MAGAZINES	SPORTS GAMES	SPORTS GAMES
ADULT MAGAZINES		
GIFT GUIDES		
MERCHANDISING		
IN-STORE DISPLAYS		
TAKE-ONE BROCHURES		
COUNTER CARDS		
NINTENDO WORLD CHAMPIONSHIP		
DIRECT MARKETING		
MAGAZINES		SPORTS GAMES/ ADVENTURE CLASSICS
NEWSLETTERS/DIRECT MAIL		
PRE-PAID RESPONSE POST CARDS	ALL GAMES	ALL GAMES

PROGRAM

MARCH	APRIL	MAY	JUNE
BASES LOADED II ASTYANAX			
BASES LOADED II ASTYANAX			BASES LOADED II ASTYANAX
BASES LOADED II ASTYANAX			BASES LOADED II ASTYANAX
BASES LOADED II ASTYANAX			BASES LOADED II ASTYANAX
SPORTS GAMES	ADVENTURE CLASSICS	ADVENTURE CLASSICS	ADVENTURE CLASSICS
	SPORTS GAMES	SPORTS GAMES	SPORTS GAMES
		ADVENTURE CLASSICS	ADVENTURE CLASSICS
SPORTS GAMES			ADVENTURE CLASSICS
SPORTS GAMES			ADVENTURE CLASSICS
SPORTS GAMES			ADVENTURE CLASSICS
SPORTS GAMES/ ADVENTURE CLASSICS	SPORTS GAMES/ ADVENTURE CLASSICS	SPORTS GAMES/ ADVENTURE CLASSICS	SPORTS GAMES/ ADVENTURE CLASSICS
	SPORTS GAMES/ ADVENTURE CLASSICS		SPORTS GAMES/ ADVENTURE CLASSICS
SPORTS GAMES		ADVENTURE CLASSICS	MANIAC MANSION TEASE
ALL GAMES	ALL GAMES	ALL GAMES	ALL GAMES

JALECO DELIVERS RESULTS!

- More "best seller" new titles!
- More explosive packaging!
- More attention-getting advertising!
- More dynamic in-store promotions!
- More sales and profits for you!

MAKE THE RIGHT CHOICE! CHOOSE JALECO!

JALECO™

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Northbrook, Illinois 60062
(708) 480-1811

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In sight, sound and style, the most realistic rendition of roundball ever!

On the playground, it's a whole new game!

HOOPS is like no sports video game you've ever seen. It takes basketball to the playground, where it's a half court game of fast hands, faster moves and in-your-face dunks and defense. With sound and graphics so lifelike, you'll think you're there!

Playground players!

Choose sides from the legends of the playground: Mr. Doc, Jammer, Legs, Bomber, Wiz, eight players in all. Like real life, each has his own unique strengths, weaknesses and "style." Onscreen profiles of individual players are available to help you choose.

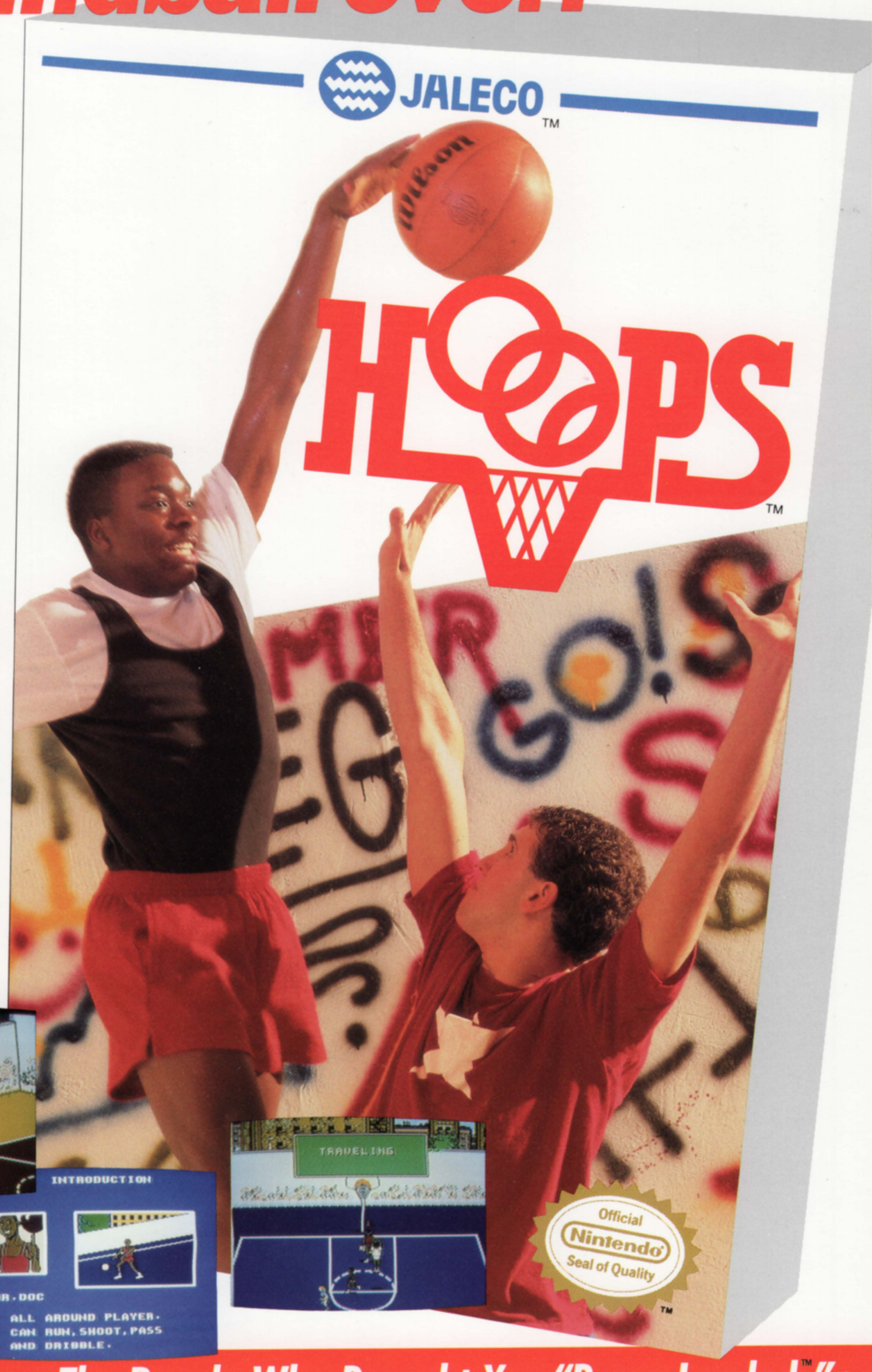
Playground rules!

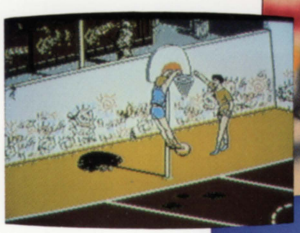
One-on-one or two-on-two. East Side or West Side court. Losers outs or make-it-take-it. Play up to 10, 15, 20 or 25. You can play against the computer or one other player. Or team up with another player against the computer. You can even select the "WATCH" mode, then sit back and enjoy a computer-controlled game featuring your favorite players!

Playground action!

You can block shots, make steals, pass off or go strong to the hoop. In fact, you control just about *everything* in this roundball classic.

And that's just one more reason why it's sure to be one of the best-selling sports games in the history of home video. If you want basketball at its best, you've just got to have HOOPS!





JALECO™
JALECO U.S.A. INC.
5617 West Howard Street • Niles, Illinois 60648
(312) 647-7077

Another Great Sports Game From The People Who Brought You "Bases Loaded™."

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JALECO™

Cash in on the soccer craze!

It's America's favorite new game!

Today, soccer is the name of the game on playgrounds across the country—a game that's now *twice* as popular as football with youth in America, with over 12.5 *million* players under 18! With statistics like that, it's easy to see why the soccer invasion is now spreading to video games. And now that it's begun, leave it to Jaleco to come up with the undisputed champion of home soccer software!

Stunningly realistic!

The clock ticks down. The roar of the crowd rises in a deafening chant of "U-S-A! U-S-A!" Suddenly your winger breaks free of his defender and spots you open in the middle. Pass...shot...GOAL! With sound, graphics and action *this* lifelike, you'll feel like you're really there!

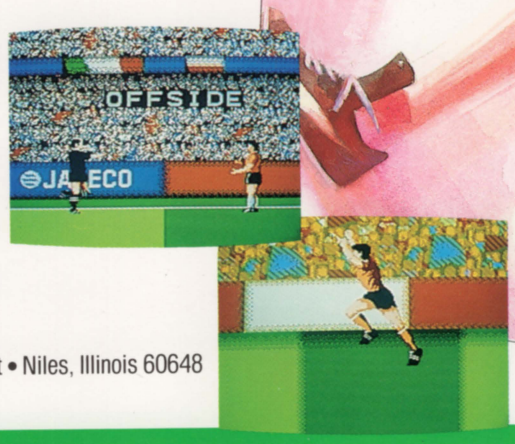
Incredible interaction!

Few video games can match the player-to-player and player-to-computer interaction of GOAL! You can play alone against the computer. You can take on one other player. You can even team up with another player and match your combined skills against the best computer team.

International competition!

Choose from 16 countries and compete in the World Cup. Or select one of eight "pro" teams and play in a three-round single elimination tournament. There's even a "SHOOT" competition that lets you test your individual skills against a goalie and two defenders.

It adds up to one of the most promising new games of the year—another hit from the company that knows what it takes to bring sports to life! If you want soccer at its best, you've just got to have GOAL!



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(312) 647-7077

Another Great Sports Game From The People Who Brought You "Bases Loaded"™.

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JALECO™

How do you top the greatest game in Nintendo® baseball history? Here's how.

BASES LOADED II™
The Second Season

Jaleco does it again!

If you thought the smash hit "BASES LOADED"™ was exciting, you ain't seen nothin' yet. Because "BASES LOADED II: THE SECOND SEASON" delivers even more nail-biting action and incredible baseball realism than the original. With a dozen diversely talented clubs vying for divisional crowns, league championships, and a World Series ring, this amazing new title has "WINNER" written all over it!

Introducing the amazing Jaleco Player Performance System!

- Each player has a statistical "computer history," and goes through streaks and slumps—just like real life ballplayers!
- Pitchers are rated in four different skills categories so every one is different: lefties and righties, junkballers, sidearmers, flamethrowers. And you control them all!

Incredible new action and game options!

- Outfielders leap high to snare long drives, while infielders dive deep in the hole to stab "seeing eye" grounders.
- Stolen bases, wild pitches, passed balls, and pickoff plays.
- Juggle lineups, change pitchers, and make every move in the book to outpitch, outhit and outwit your opponent.

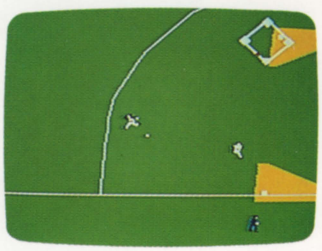
New onscreen features and perspectives, too!

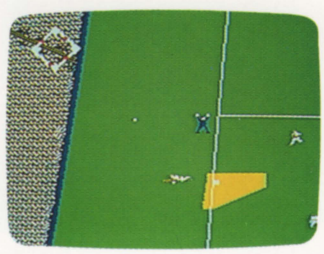
- Detailed individual statistics right down to the player's biorythm—daily condition—appear right onscreen whenever a new batter steps into the box or a new pitcher takes the rubber!
- Dramatic new field perspectives simulate the breathtaking camera angles of network TV baseball broadcasts.
- Real voice "announcer" calls balls, strikes, and plays at every base.

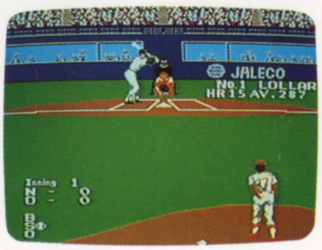
Standing room only in every store!

By now, everybody in the video game business knows how popular "BASES LOADED" was, and still is, with Nintendo players of all ages. But once word gets out that the "SECOND SEASON" is at hand—with twice the talent, tension, and graphics magic of the original—you can bet Jaleco will have yet another record-setter. So make sure YOU have plenty of copies on hand. Because when the "SECOND SEASON" gets underway, your selling season begins!

ANOTHER "HALL OF FAME" GAME FROM THE GREATEST NAME IN HOME VIDEO SPORTS...







Official Nintendo Seal of Quality

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JALECO™

Jaleco™ and Louisville Slugger® Team Up In the "BATTER UP" Sweepstakes!

Jaleco brings another *big hit* to your video game shelves with a tie in with the famous Louisville Slugger® bat. Your customers will find sweepstakes and entry forms inside each BASES LOADED II: Second Season package. All BASES LOADED II packages will be flagged front and back. Step up to the plate and join in the excitement.

GRAND PRIZE

Trip to Louisville and special tour of the factory. See how Louisville Slugger® bats are made and get your own personalized bat. Includes airfare for 2, one night double room accommodation and meals.

FIRST PRIZE

25 Louisville Slugger® personalized bats

SECOND PRIZE

50 Batting Gloves

THIRD PRIZE

100 Louisville Slugger® T-Shirts

Jaleco™ and Louisville Slugger® reserve the right to substitute product of equal or of greater value. Louisville Slugger® is a registered trademark of Hillerich & Bradsby Co., Louisville, Kentucky.

JALECO™

The greatest sports game comes to GAME BOY™

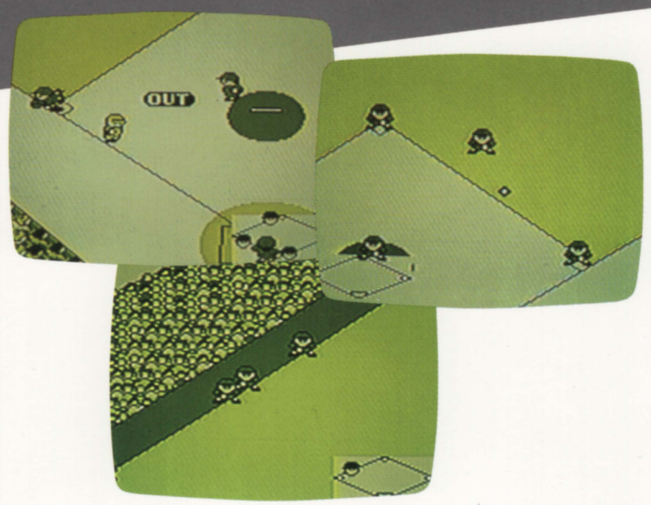
Now it's gametime wherever you go!

What the original BASES LOADED did for home video game players, Jaleco has now done for players on the go. With the help of the new Nintendo GAME BOY, we've taken the best baseball video game ever all the way out of the ballpark: to work, school, vacation, *anywhere* you want some serious sports action!

Featuring two incredible perspectives!

It's hard to believe a game as sophisticated as BASES LOADED would translate so well to the GAME BOY, but the results are truly incredible.

The new BASES LOADED GB offers separate perspectives from behind both the pitcher *and* the catcher—perspectives that move *with* the action once play has begun!



It's got 'winner' written all over it!

We all know that BASES LOADED is still the best-selling baseball game ever made for the Nintendo Entertainment System.® We can also be sure that soon, millions of new GAME BOY owners will be looking for the best games they can find. And that makes the new BASES LOADED GB a sure thing for everybody: retailers, distributors, and especially, the players!

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310 Era Drive, Northbrook, Illinois 60062
(708) 480-1811

ANOTHER "HALL OF FAME" GAME FROM THE GREATEST NAME IN HOME VIDEO SPORTS.

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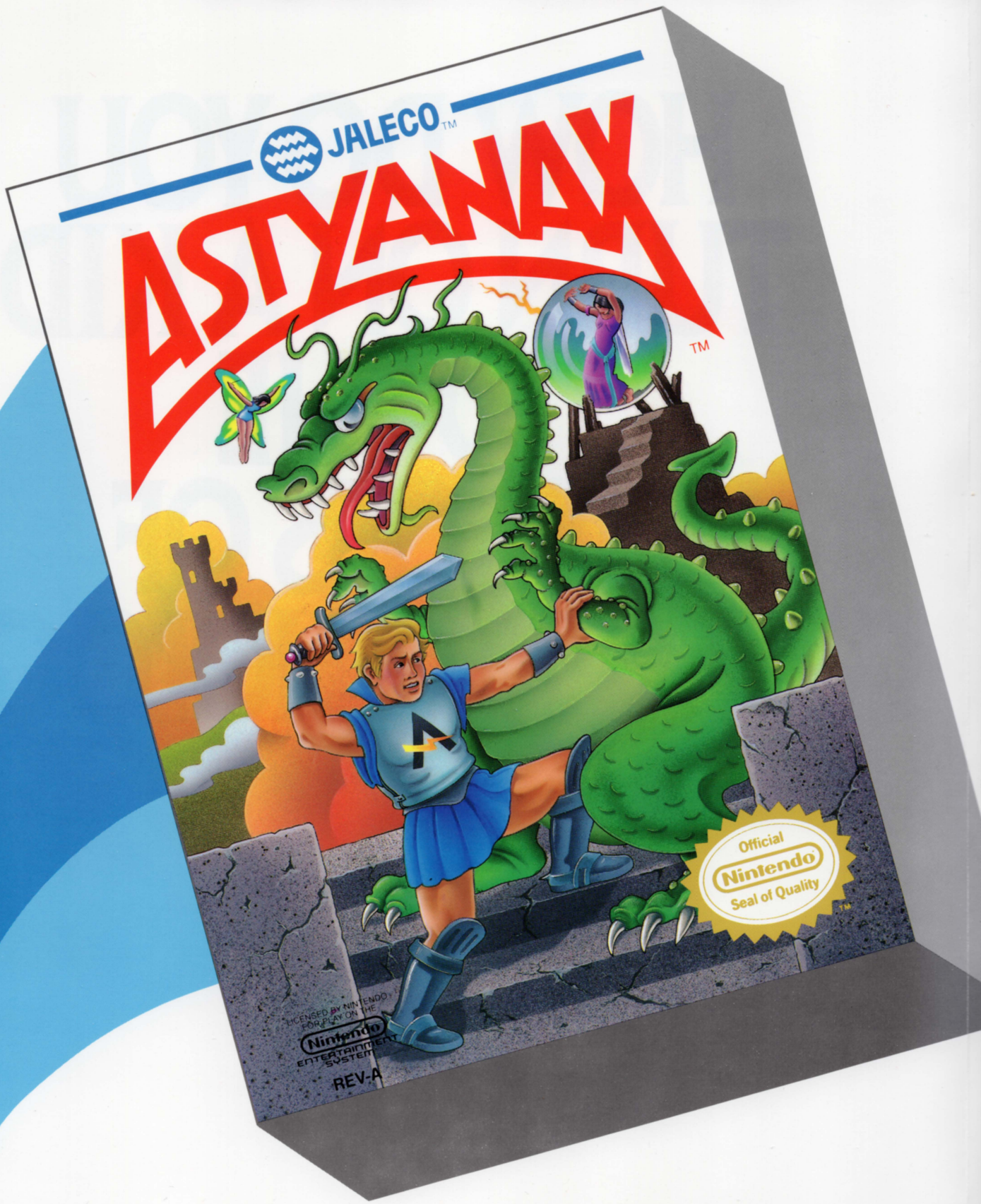
JALECO™

HOW DO YOU TURN ON A KID TO THE HEROES OF GREEK MYTHOLOGY?

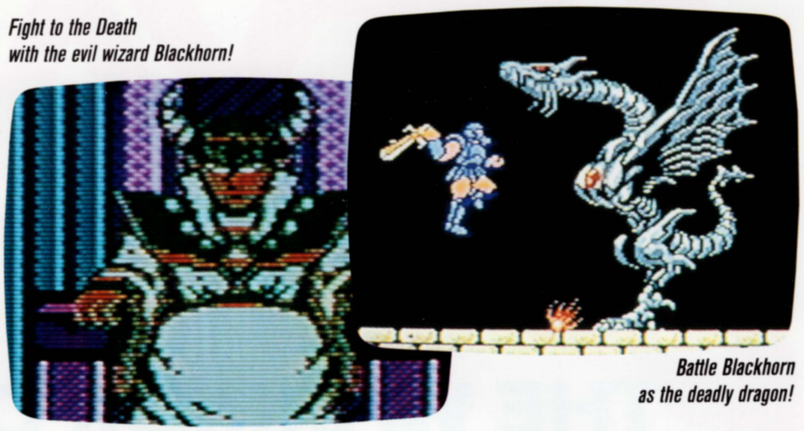
JALECO™

TURN HIM INTO



JALECO™

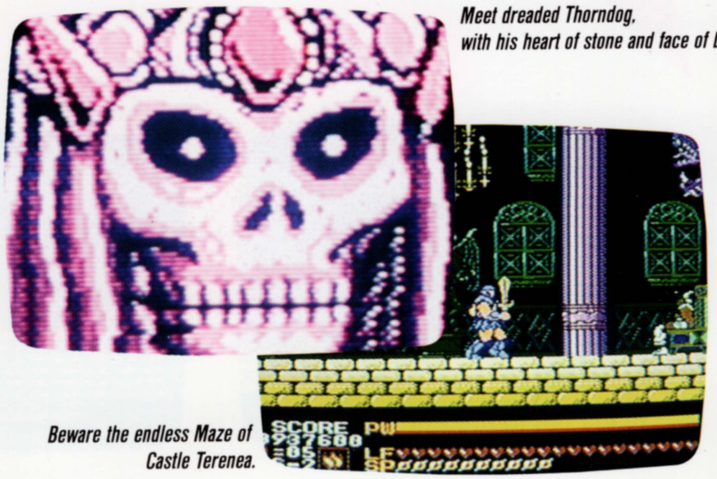
O ONE!



Fight to the Death with the evil wizard Blackhorn!

Battle Blackhorn as the deadly dragon!

ASTYANAX™
THE WARRIOR OF REMLIA



Meet dreaded Thorndog, with his heart of stone and face of bone!

Beware the endless Maze of Castle Terenea.

OUR STORY BEGINS...

With a typical student in a typical high school classroom, lost in a not so typical daydream. Suddenly the scene changes, as his mind wanders beyond the borders of reality, back to a timeless age of myths and magic, demons and dragons.

Suddenly, he is Astyanax, mighty warrior and champion of the mystical land of Remlia. He faces a perilous task, indeed: to track down the evil wizard Blackhorn and rescue his captive, Princess Rosebud. The terrain he travels is at once incredibly beautiful and impossibly treacherous, laden with terrors that would frighten the Gods themselves.

This is adventure without precedent, a fantastic flight stretching far to the very ends of the Earth; only the steadiest hand and most fearless mind may follow. But be forewarned. For Astyanax, there is no turning back.

A MYTH COMES TO LIFE...

In this extraordinary new adventure fantasy from Jaleco. It is a journey that begins in the mind, borne by imagination and catalyzed by an incredibly vivid video landscape to the outermost reaches of electronic gaming possibilities.

With Astyanax, Jaleco programmers have succeeded in capturing the visions of the mind as no other game before it. With an intricate plot line as intriguing as it is complex...player options that demand equal parts strategy and skill...and graphic realism as magical as the story it brings to the screen.

Few games have ever been capable of drawing the player so deeply into the action. So experience it for yourself—take the trip of a lifetime with Astyanax today. Thousands of NES players are about to do the same.

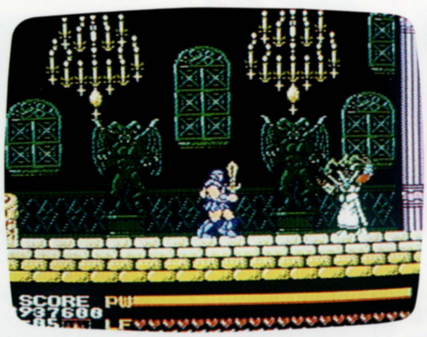
NEW FROM JALECO™

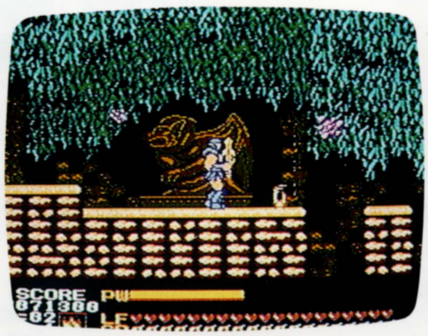
JALECO™

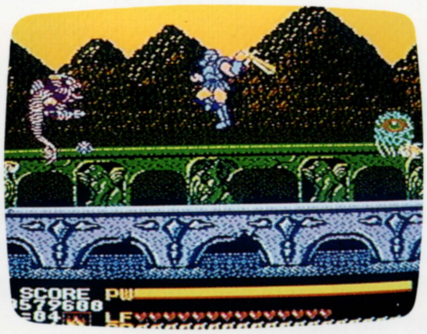
ASTYANAX

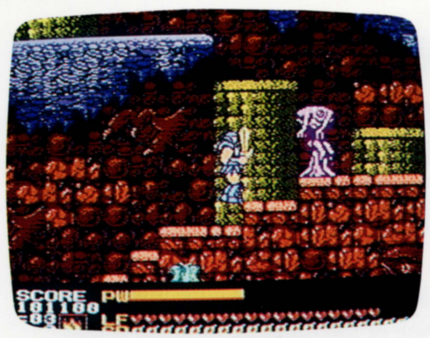
THE WARRIOR OF REMLIA

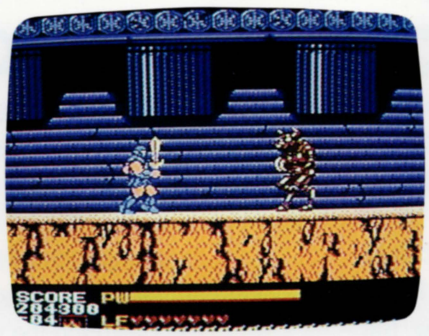
TM

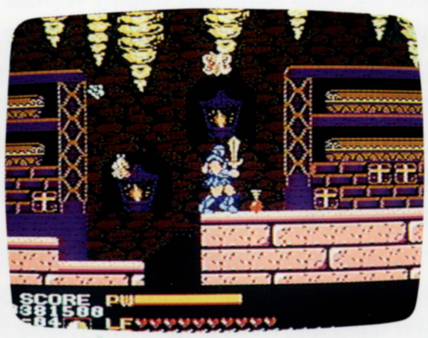












FIRST OF A NEW GENERATION OF JALECO ADVENTURE CLASSICS!

What Jaleco did for sports games, we're about to do for the adventure/fantasy field! The incredible, impossible world of Astyanax is just a taste of what you'll be seeing in the months to come. From mind-boggling roleplaying fantasies to explosive new action features, you'll find the best of what the market demands in the Jaleco lineup for 1990!

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(708) 480-1811

Official Nintendo Seal of Quality™

LICENSED BY NINTENDO FOR PLAY ON THE Nintendo ENTERTAINMENT SYSTEM®

QUESTION:

HOW MANY VIDEO GAME MANIACS DOES IT TAKE TO SELL A MILLION CARTRIDGES?

ANSWER: ONLY A

THERE ARE GAMES. AND THEN THERE'S MANIAC MANSION.

Why is there a chainsaw in the kitchen? And a nuclear reactor in the basement? And disembodied tentacles hopping around? And why does that peculiar doctor keep going "Heh, heh, heh..."?

Seems that's what happens when the geniuses of Jaleco and Lucasfilm Games team up to create the most outrageous NES title ever. And the result is half "Rocky Horror Picture Show," half "Addams Family," and all one delightfully demented, diabolically camp classic.

With its brilliant 3D graphics, ingeniously puzzling plotline, and a cast of characters no self-respecting video game maniac can resist, Lucasfilm Games' MANIAC MANSION has captivated computer owners of all ages for two years running. Now it's ready to do the same for the most maniacal video game players of all, thanks to this exclusive new release for the Nintendo Entertainment System from Jaleco!

THERE'S GREAT PACKAGING. AND THEN THERE'S MANIAC MANSION.

Video game packages are supposed to jump off the shelves, right? This one's enough to make you jump out of your skin.

Jaleco's new MANIAC MANSION packaging combines Lucasfilm Games' original design with the distinctive Jaleco "look." And the result breaks free from the "generic" mold we've all seen too much of in Nintendo Entertainment System software.

It's equal parts horror and humor, comic book camp and show biz promotion, with eye-popping graphics every bit as explosive as the game inside. Add to that the pulling power of two of the biggest names in video games—**Jaleco and Lucasfilm Games**—and you can see why this is one package that will raise the pulse of every impulse buyer in the house!

THERE'S ADVERTISING SUPPORT. AND THEN THERE'S MANIAC MANSION.

Ah, television.

We all know kids watch way too much of it, and that's why video game manufacturers can't get enough of it. There's simply no better way to show off a great game than by, well, showing it off.

And that's precisely what we're going to do with MANIAC MANSION.

During the second half of 1990, Jaleco will take to the tube as few video game companies ever have in support of a single game. And we'll match that with the same riveting print advertising you've seen behind all Jaleco games—the kind of advertising that can truly dominate the video game magazines. All of which gives us the kind of "1-2 punch" that hits NES players where they live...and gets them looking for MANIAC MANSION where *you* live!

HOUSEFUL.

LUCASFILM™ GAMES and JALECO™ present
MANIAC MANSION®

JALECO™
Maniac Mansion®
BASED ON THE ORIGINAL LUCASFILM GAMES
LICENSED BY NINTENDO FOR PLAY ON THE
Nintendo ENTERTAINMENT SYSTEM®
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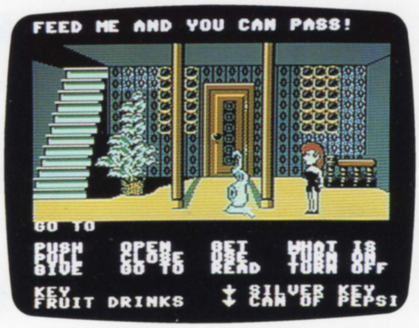
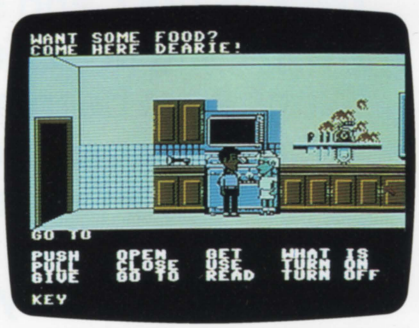
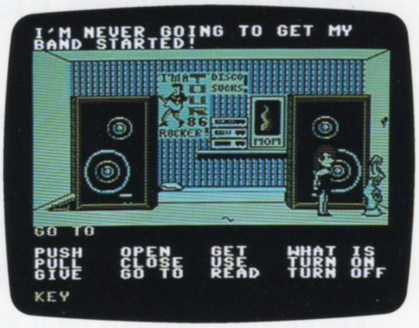
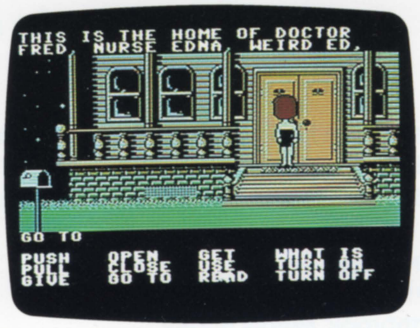


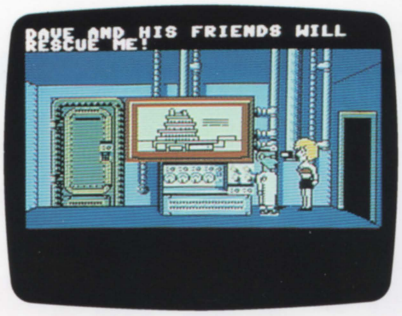


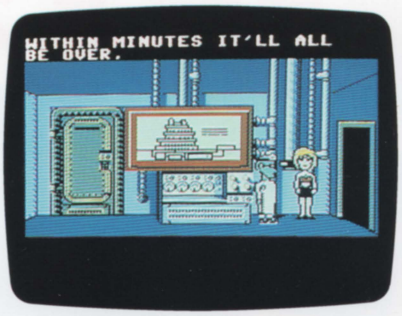


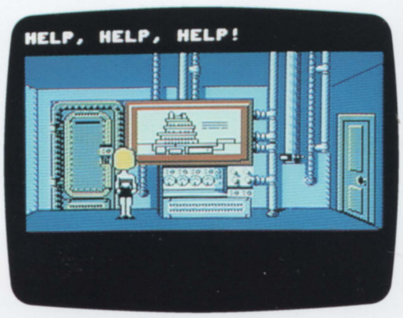


New from JALECO™

LUCASFILM™ GAMES and JALECO™ present MANIAC MANSION®







THERE ARE MONSTER HITS. AND THEN THERE'S MANIAC MANSION.

RUN Magazine rated it the "Graphic Adventure of the Year." So did **Power Play, Isaac Asimov Magazine, Compute! Magazine** and **Commodore Magazine.** Even the **New York Times** joined the party.

In fact, ever since that meteor landed back in 1987, and strange things started happening at Dr. Fred's old mansion, big things have been happening at the computer game cash register. Maybe it's the magic of the Lucasfilm name. Maybe it's the word of mouth of millions of computer owners. Maybe it's just the game itself. Whatever the cause, the effect is clear.

MANIAC MANSION is the computer game of the decade. And now that Jaleco has finally delivered it for the Nintendo Entertainment System, it's got a whole new neighborhood to take over—and a new decade to do it. You can bet on that!

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Northbrook, Illinois 60062
(708) 480-1811

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Critics Are Raving About Jaleco Games!

Bases Loaded

"... definitely the class act among the baseball games for the Nintendo system."
-Computer Entertainer, June 1988

"All the nice touchs make this the most 'realistic' baseball play for your Nintendo, and an extremely addictive game."
-Electronic Game Player, Sept. 1988

"...the game boasts spectacular sound and sensational graphics."
-Chicago Tribune, Oct. 1988

"If you are looking for an outstanding baseball simulation, this game is it."
-The Milwaukee Journal, April 1988

"Best Sports Video Game 1988"
-Video Games and Computer Entertainment, February 1989

Robowarrior

"Awesome"(Highest rating)
-The Game Player's Guide to Nintendo Fall 1988

"... combines strategy with action in just the right amounts to capture the sense of excitement and surprise of such games as The Legend of Zelda, while keeping the action at a steady pace."
-Electronic Gaming Monthly, 1988 Annual

"Anyone who enjoys a straight-ahead action game should have a great deal of fun with this one."
--Computer Entertainer, March 1988

"Will provide the serious video game fanatic with hours of playing pleasure."
-Fun and Games, Spring 1988

"Play Value 9.40 (scale of 1-10)"
"RoboWarrior is a super role-playing game; one of the best of its kind."
-Compute!'s Guide to Nintendo Games

JALECO™

Hoops

"Of the new (basketball) games, it boasts the most characters with very distinctive abilities. Play feel is top notch and the board approach close-up even shows the individual characters in slo-mo."

-Nintendo Power, May/June 1989

"Hoops is challenging and fun to play. When you can't get out on a real court, Hoops is the next best thing."

-Video Games and Computer Entertainment, August 1989

"Definitely one of the best basketball games for Nintendo. Overall, Hoops is a great game that will keep you shooting for a long time."

-Pennywhistle Press, June 25, 1989

"Play Value 9.45 (scale of 1-10)"
"...challenging and a lot of fun."

-Compute!'s Guide to Nintendo Games

GOAL!

"A terrific challenge... the graphics are quite good and realistic."

-Computer Entertainer- Feb. 1989

"A truly realistic game of strategy and skill... capturing the sights and sounds of the real thing, GOAL! offers the soccer enthusiast, as well as the amateur, a variety of playing modes to challenge any playing skill."

-GAMEPRO - July/August 1989

"...Almost anything that can happen in real soccer can happen in GOAL!"

- Gamer's Gazette vol 1, Issue 3

"Jaleco, noted for its great sports game paks, has come up with another winner!"

-Nintendo Power- Nov/Dec. 1989

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310 Era Drive
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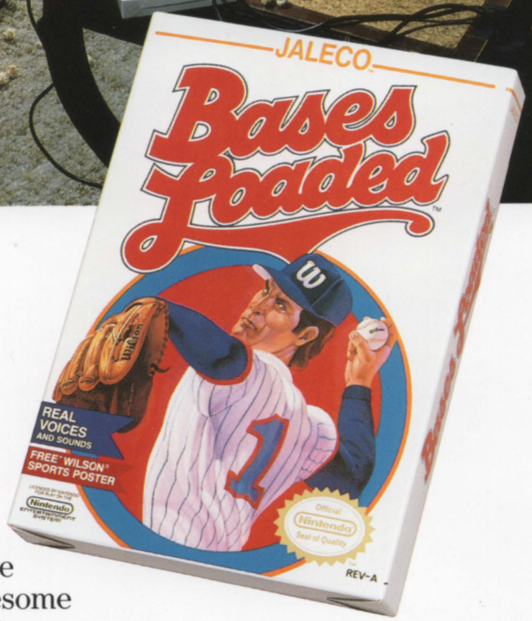
Extra Innings.



Everything you've heard about it is true. The nerve-wracking tension, the explosive graphics, the awesome action of baseball at its best.

If that's your bag, you've finally met your match. BASES LOADED® has arrived!

At your favorite video game store now!

Sudden

If you thought soccer was a game for the rest of the world, here's America's answer. A fanatical crowd, a full team of 11, and action so precise, so powerful, so *awesome*, you can almost taste it. Win or lose, one thing's certain: GOAL!™ will win you over.

At your favorite video game store now!

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Death.

Overtime.

This is roundball as it was meant to be played. By the playground legends who take the game from the pavement into the stratosphere. The competition is so intense you can feel it, the graphics as explosive as each thundering slam. Play just once, and you'll know it's the only game in town. HOOPS.™ New from Jaleco.

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Serious sports. For serious players.

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Bases Loaded
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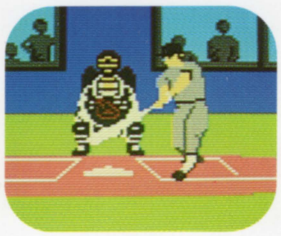

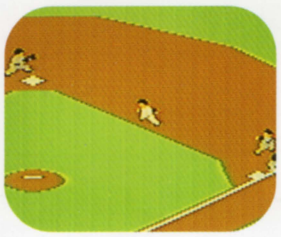

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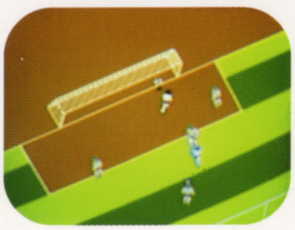

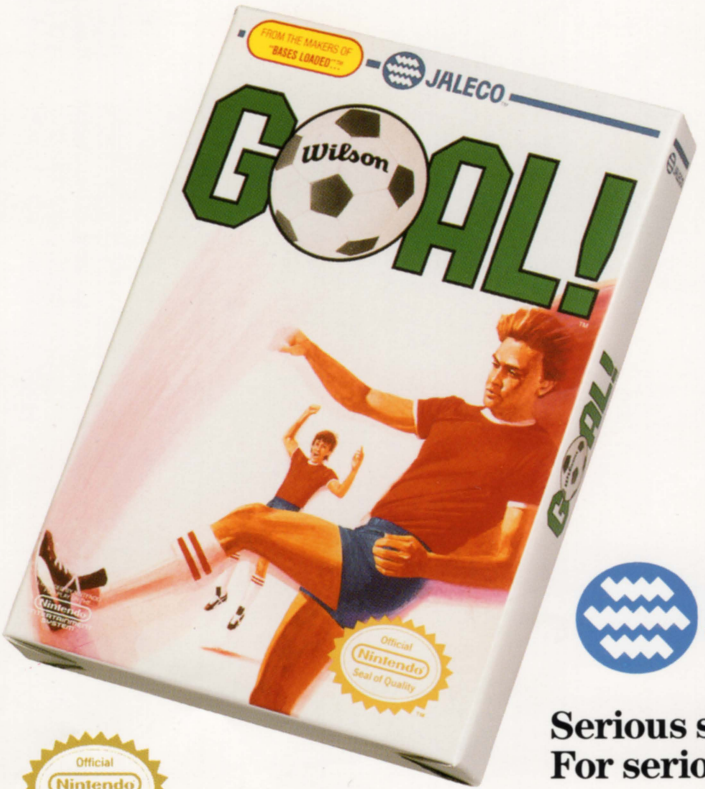

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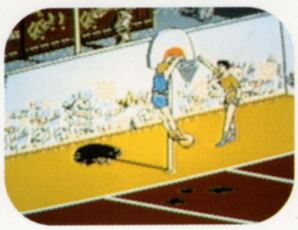

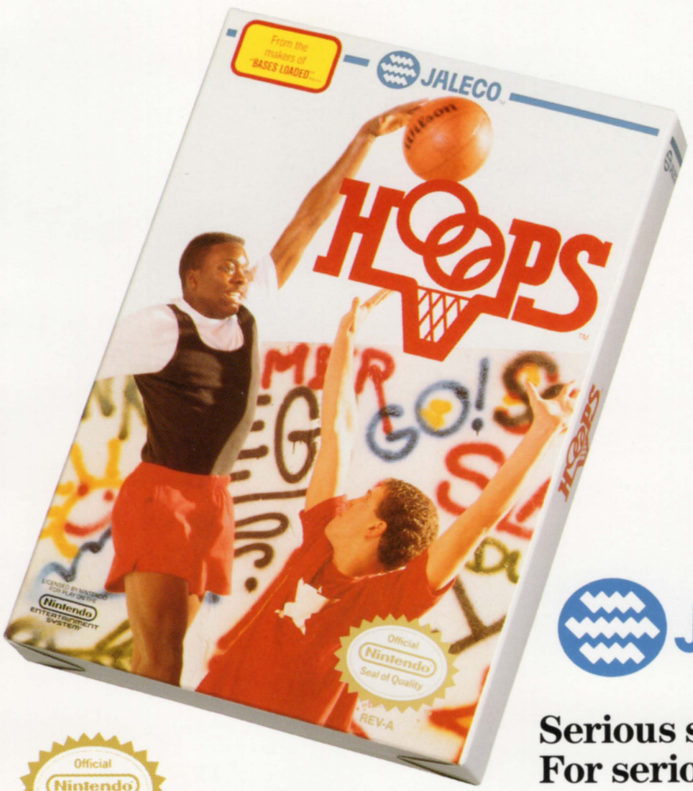

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